

## **ND Social Media User Group**

WSI Boardroom

September 16<sup>th</sup>, 2014

9:00 A.M. – 10:30 A.M.

**Attendance:** Karly Berger, Beth Herzog, Jodi Zander, Jen Raab, Liz Brocker, Amy Schmidt, Barbara Dammen, Jessie Wald, Terri Wilhelm, Chad Hatzenbuehler, Jeremy Lunde, LuWanna Lawrence, Gordon Weixel, Eric Godel, Jeff Quast, Kassie Keller, Misty Curn, Cliff Heyne, Tim Schenfisch, and Cliff Heyne

**Scribe:** Jeff Quast

### **Agenda:**

- Roundtable Introductions
- New SMUG Facilitator – Cliff Heyne
  - Cliff introduced himself gave a brief review of his background and duties
- SMUG Web Page – Cliff Heyne
  - Discussion about the possible need for a web site or collaborative tool/repository for SMUG topics and artifacts
  - It would be nice to have something so non-attendees could view the content
  - SharePoint would be a nice solution but there might be licensing issues
  - ITD has set up a Drupal Intranet site for PSC that includes a discussion board
  - To get us started, ITD could set up a section on their web site
  - Some concerns were raised about name and contact info on the site which could cause spamming
  - Possible content on the web page
    - Intro page explaining the purpose/function of the SMUG
    - ITD is looking into ADA compliant video requirements, which will likely become a recommendation to other agencies to follow, so this could be posted on the web site
      - Videos should have a text equivalent for the hearing impaired
    - Meeting Minutes
    - Instructions for creating social media content
  - The group should send ideas to Cliff and he will start working on a SMUG page
- Image Copyright Laws – Cliff Heyne
  - Cliff reviewed a “Can I Use that Picture” Infographic that can help determine what agencies can and cannot do with various pictures
  - One agency has had an issue where an intern used a non-approved photo on a newsletter and had the owning company come back later with a \$1000 bill

- Better to err on the side of caution and ensure you have permission
  - Sometimes the owner will post criteria for using the photo on the source location
  - Greater GF CVB site has some great pictures
  - When state employees produce photos they become part of the public domain
  - Commerce has a policy that says if you upload a photo it becomes state property
  - If you violate a copyright law the owner can tell you to stop using it, and if you don't stop they can pursue legal action
  - When you post on Flickr, you choose the level of permission you grant to that photo, and can use more restrictive levels if you want
  - Attorney General Office takes the approach that anything on their web site is public domain because it was created using government resources by government employees
  - There are enterprise level digital asset management system services that would allow all agencies to use the same service and share resources
  - If you are at a public event and photos are taken, those photos can be used, but that notice should be posted at the entrance
    - Taking the photo and actually using it are two different issues
  - One agency has participants sign releases for pictures/videos, but generally only for kids and not adults
  - Cliff will do more research and begin building some image guidelines
- Social Media Participation Policies (SMPPs) – Cliff Heyne
    - NASCIO recently published results of the States use of social media policies
    - A few agencies in ND have had their own policies which vary greatly
    - The group looked at the Commonwealth of Massachusetts policy as a guideline
    - How many agencies have a policy?
    - AGO took the same approach as Commerce and made the social media aspect part of their existing Employee policies
    - One agency had an employee post something on their personal page that was not nice regarding the agency and did it on work time
    - It's hard to determine in many cases if there are legal avenues to pursue
    - Cliff will research what other states are doing
      - Washington state has a policy that was developed by a small team via the Governor's Office
  - LinkedIn – Cliff Heyne
    - Cliff gave an overview of the history and current status of NDGOV accounts
      - LinkedIn only allows one domain for an account, which is causing problems for any agency trying to set up a new agency account
    - One solution might be to use Affiliation pages and Showcase pages under one NDGOV official page
    - NDHP set one up without any issues
    - Cliff will continue to look at options and get more info from LinkedIn

- Open Discussion
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**Next Meeting:**  
Quarterly Recurring